

The wine business at Il Borro, which Mr. Ferruccio Ferragamo is passionate about

- Around twenty years have passed since you bought Il Borro, a village in Tuscany, Italy where they preserve the history and culture of the Middle Ages. How has the village evolved?

Cutting-edge equipment was introduced, while the medieval atmosphere was maintained. We are aiming to achieve full self-sufficiency in terms of energy within the village in three years. The village now produces 200,000 bottles of the best quality wine every year, under strict quality control. In the village, there are villas, restaurants and many other activities including horseback riding, hunting, and weddings, enabling visitors to enjoy the magnificent nature and lifestyle of the Tuscan countryside. I believe that Il Borro provides the ideal combination of tradition and innovation.

My daughter Vittoria has also launched a notable organic honey business. All of the processes are carried out manually to avoid putting stress on the bees. The highest quality will definitely be achieved.

- This year is the tenth anniversary of the distribution of wine in Japan, isn't it?

I appreciate the fact that many people regard our wine highly, thanks to the partnership with Enoteca. I hope to disseminate flavors that correspond to the crystallization of the passion for craftsmanship that underlies the Ferragamo brand.

Ferruccio Ferragamo

Chairman of Salvatore Ferragamo S.p.A.